• Current marketing (4 points, a couple of paragraphs including some of the following)

- Website uses, e.g. sales, customer service

- Website strengths and weaknesses

- Website visibility, such as Google PageRank, incoming links, a few keyword search results,

online advertising, and offl ine promotion of the url.

- If available, summary information from Google Analytics or other third party web tracking software

- Email campaigns

- Offl ine advertising

- Other online or offl ine marketing

* + Website uses
    - Menu, About, Press, Gallery, Cookbook, Contact, Location
  + Website strengths and weaknesses
  + Website visibility
  + Google Analytics
  + Email campaigns
    - None
  + Offline advertising
    - Philadelphia Weekly
  + Other online / offline marketing
* How should AdWords campaign with the client’s business?

Horizon’s website gives a sneak peak to the restaurant. The website features it’s menu elaborately starting from savory, sweet and drinks with their prices listed in the right. Also, people willing to make reservations beforehand can call on the number that is listed in the website. Horizon’s management uses their website as one of the primary sources of reaching out to the public and increasing sale. The website features various information such as about the restaurant, press, gallery, it’s cookbook, their contact information and location.

The look and feel of the website is really sophisticated and nice so it succeeds in attracting the right kind of ppl that is sophisticated ppl who believe in a fine dining experience n is willing to spend a bit more than usual. The weakness is they don’t have an online reservation systems.

Website visibility:

Page rank : **The Page Rank**:

|  |  |  |  |
| --- | --- | --- | --- |
| |  |  | | --- | --- | |  |  | | **5/10** |

a few keyword search results : philly's best vegetarian restaurants, vegetarian restaurants philly , vegetarian philly, south street restaurant, vegan philly, modern vegan cuisine

incoming links : <http://www.southstreet.com/>

[www.zagat.com](http://www.zagat.com)

<http://www.vegguide.org/>

<http://www.happycow.net/>

<http://www.vegetarian-restaurants.net/usa/PennPhilly.htm>

[www.yellowpages.com](http://www.yellowpages.com)

[www.local.com](http://www.local.com)

They don’t have any kind of online advertising and offline promotion of the url is only via the newspaper “Philadelphia Weekly”.

summary information from Google Analytics: There are some screenshots of the google analytics which shows the number of visits, page views, pages/visit for all the users those visited the website



